

## ORDER



**Orders**  
**Order / Rev:** 715123  
**Alt Order #:** 06326104  
**Product Desc:** 3pck/farkas/santiago/tobia  
**Estimate:** 476  
**Flight Dates:** 09/26/12 - 10/28/12  
**Original Date / Rev:** 09/19/12 / 09/25/12  
**Order Type:** Core

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** McLaughlin & Associates/ POL  
**Buying Contact:** Marianne Campbell  
**Billing Contact:**  
 566 South Route 303  
 Blauvelt, NY 10913

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** RPF/3PAC/Farkas/Santiago/Tobia  
**Demographic:** A25-54  
**Product Codes:** IS-Candidate/Local Misc  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 08/27/12   | 09/30/12 | 4       | \$4,000.00   | \$3,400.00  |
| 10/01/12   | 10/28/12 | 30      | \$20,000.00  | \$17,000.00 |

## Totals

| Month          | # Spots   | Gross Amount       | Net Amount         | Rating      |
|----------------|-----------|--------------------|--------------------|-------------|
| September 2012 | 4         | \$4,000.00         | \$3,400.00         | 0.00        |
| October 2012   | 30        | \$20,000.00        | \$17,000.00        | 0.00        |
| <b>Totals</b>  | <b>34</b> | <b>\$24,000.00</b> | <b>\$20,400.00</b> | <b>0.00</b> |

## Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Aaron Ashe        | T-WAS        | NAT          | Start Of Order - End Of Order | 100%    |

| Ln | Ch    | Start             | End             | Inventory Code                 | Break | Start/End Time    | Days    | Len | Spots | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|----|-------|-------------------|-----------------|--------------------------------|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|------------|
| 1  | WTSP  | 10/03/12          | 10/03/12        | M-F 12-1230p<br>10 News @ Noon | CM    | 12-1230p          | --W---- | :30 | 1     | \$900.00    | P-3 | 0.00          | NM   | 1     | \$900.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    | Week: | 10/01/12          | 10/07/12        | --W----                        |       | 1                 |         |     |       | \$900.00    |     | 0.00          |      |       |            |
| 2  | WTSP  | 09/26/12          | 09/26/12        | M-F 12-1230p<br>10 News @ Noon | CM    | 12-1230p          | --W---- | :30 | 1     | \$900.00    | P-3 | 0.00          | NM   | 1     | \$900.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    | Week: | 09/24/12          | 09/30/12        | --W----                        |       | 1                 |         |     |       | \$900.00    |     | 0.00          |      |       |            |
| 3  | WTSP  | 10/10/12          | 10/10/12        | M-F 12-1230p<br>10 News @ Noon | CM    | 12-1230p          | --W---- | :30 | 1     | \$900.00    | P-3 | 0.00          | NM   | 1     | \$900.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    | Week: | 10/08/12          | 10/14/12        | --W----                        |       | 1                 |         |     |       | \$900.00    |     | 0.00          |      |       |            |
| 4  | WTSP  | 10/24/12          | 10/24/12        | M-F 12-1230p<br>10 News @ Noon | CM    | 12-1230p          | --W---- | :30 | 1     | \$900.00    | P-3 | 0.00          | NM   | 1     | \$900.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    | Week: | 10/22/12          | 10/28/12        | --W----                        |       | 1                 |         |     |       | \$900.00    |     | 0.00          |      |       |            |
| 5  | WTSP  | 10/17/12          | 10/17/12        | M-F 12-1230p<br>10 News @ Noon | CM    | 12-1230p          | --W---- | :30 | 1     | \$900.00    | P-3 | 0.00          | NM   | 1     | \$900.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    | Week: | 10/15/12          | 10/21/12        | --W----                        |       | 1                 |         |     |       | \$900.00    |     | 0.00          |      |       |            |
| 6  | WTSP  | 10/15/12          | 10/16/12        | M-F 5-530p<br>5-530p 10 News   | CM    | 5-530p            | MT----- | :30 | 2     | \$550.00    | P-3 | 0.00          | NM   | 2     | \$1,100.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |

Order / Rev: 715123  
 Alt Order #: 06326104  
 Flight Dates: 09/26/12 - 10/28/12

Advertiser: RPF/3PAC/Farkas/Santiago/Tobia  
 Product Desc: 3pck/farkas/santiago/tobia  
 Estimate: 476

WTSP-TV

| Ln | Ch   | Start             | End             | Inventory Code                           | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|----|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| 6  | WTSP | 10/15/12          | 10/16/12        | M-F 5-530p<br>5-530p 10 News             | CM    | 5-530p         | MT----- | :30 | 2                 | \$550.00    | P-3 | 0.00          | NM   | 2     | \$1,100.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 10/15/12    | 10/21/12        | MT-----                                  |       |                |         |     | 2                 | \$550.00    |     | 0.00          |      |       |            |
| 7  | WTSP | 10/22/12          | 10/23/12        | M-F 5-530p<br>5-530p 10 News             | CM    | 5-530p         | MT----- | :30 | 2                 | \$550.00    | P-3 | 0.00          | NM   | 2     | \$1,100.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 10/22/12    | 10/28/12        | MT-----                                  |       |                |         |     | 2                 | \$550.00    |     | 0.00          |      |       |            |
| 8  | WTSP | 10/08/12          | 10/09/12        | M-F 5-530p<br>5-530p 10 News             | CM    | 5-530p         | MT----- | :30 | 2                 | \$550.00    | P-3 | 0.00          | NM   | 2     | \$1,100.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 10/08/12    | 10/14/12        | MT-----                                  |       |                |         |     | 2                 | \$550.00    |     | 0.00          |      |       |            |
| 9  | WTSP | 10/22/12          | 10/23/12        | M-F 5-530p<br>5-530p 10 News             | CM    | 5-530p         | MT----- | :30 | 2                 | \$550.00    | P-3 | 0.00          | NM   | 2     | \$1,100.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 10/22/12    | 10/28/12        | MT-----                                  |       |                |         |     | 2                 | \$550.00    |     | 0.00          |      |       |            |
| 10 | WTSP | 10/01/12          | 10/02/12        | M-F 5-530p<br>5-530p 10 News             | CM    | 5-530p         | MT----- | :30 | 2                 | \$550.00    | P-3 | 0.00          | NM   | 2     | \$1,100.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 10/01/12    | 10/07/12        | MT-----                                  |       |                |         |     | 2                 | \$550.00    |     | 0.00          |      |       |            |
| 11 | WTSP | 10/03/12          | 10/04/12        | M-F 530-6p<br>10 News at 530p            | CM    | 530-6p         | --WT--- | :30 | 2                 | \$550.00    | P-3 | 0.00          | NM   | 2     | \$1,100.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 10/01/12    | 10/07/12        | --WT---                                  |       |                |         |     | 2                 | \$550.00    |     | 0.00          |      |       |            |
| 12 | WTSP | 10/24/12          | 10/25/12        | M-F 530-6p<br>10 News at 530p            | CM    | 530-6p         | --WT--- | :30 | 2                 | \$550.00    | P-3 | 0.00          | NM   | 2     | \$1,100.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 10/22/12    | 10/28/12        | --WT---                                  |       |                |         |     | 2                 | \$550.00    |     | 0.00          |      |       |            |
| 13 | WTSP | 10/10/12          | 10/11/12        | M-F 530-6p<br>10 News at 530p            | CM    | 530-6p         | --WT--- | :30 | 2                 | \$550.00    | P-3 | 0.00          | NM   | 2     | \$1,100.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 10/08/12    | 10/14/12        | --WT---                                  |       |                |         |     | 2                 | \$550.00    |     | 0.00          |      |       |            |
| 14 | WTSP | 10/24/12          | 10/25/12        | M-F 530-6p<br>10 News at 530p            | CM    | 530-6p         | --WT--- | :30 | 2                 | \$550.00    | P-3 | 0.00          | NM   | 2     | \$1,100.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 10/22/12    | 10/28/12        | --WT---                                  |       |                |         |     | 2                 | \$550.00    |     | 0.00          |      |       |            |
| 15 | WTSP | 10/17/12          | 10/18/12        | M-F 530-6p<br>10 News at 530p            | CM    | 530-6p         | --WT--- | :30 | 2                 | \$550.00    | P-3 | 0.00          | NM   | 2     | \$1,100.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 10/15/12    | 10/21/12        | --WT---                                  |       |                |         |     | 2                 | \$550.00    |     | 0.00          |      |       |            |
| 16 | WTSP | 10/07/12          | 10/07/12        | CBS Sunday Morning<br>CBS Sunday Morning | CM    | Sun 9-1030a    | -----S  | :30 | 1                 | \$1,000.00  | P-3 | 0.00          | NM   | 1     | \$1,000.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 10/01/12    | 10/07/12        | -----S                                   |       |                |         |     | 1                 | \$1,000.00  |     | 0.00          |      |       |            |
| 17 | WTSP | 09/30/12          | 09/30/12        | CBS Sunday Morning<br>CBS Sunday Morning | CM    | Sun 9-1030a    | -----S  | :30 | 1                 | \$1,000.00  | P-3 | 0.00          | NM   | 1     | \$1,000.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 09/24/12    | 09/30/12        | -----S                                   |       |                |         |     | 1                 | \$1,000.00  |     | 0.00          |      |       |            |
| 18 | WTSP | 10/14/12          | 10/14/12        | CBS Sunday Morning<br>CBS Sunday Morning | CM    | Sun 9-1030a    | -----S  | :30 | 1                 | \$1,000.00  | P-3 | 0.00          | NM   | 1     | \$1,000.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 10/08/12    | 10/14/12        | -----S                                   |       |                |         |     | 1                 | \$1,000.00  |     | 0.00          |      |       |            |
| 19 | WTSP | 10/28/12          | 10/28/12        | CBS Sunday Morning<br>CBS Sunday Morning | CM    | Sun 9-1030a    | -----S  | :30 | 1                 | \$1,000.00  | P-3 | 0.00          | NM   | 1     | \$1,000.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 10/22/12    | 10/28/12        | -----S                                   |       |                |         |     | 1                 | \$1,000.00  |     | 0.00          |      |       |            |
| 20 | WTSP | 10/21/12          | 10/21/12        | CBS Sunday Morning<br>CBS Sunday Morning | CM    | Sun 9-1030a    | -----S  | :30 | 1                 | \$1,000.00  | P-3 | 0.00          | NM   | 1     | \$1,000.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |

